

July 25, 2012

**MINUTES OF THE CABLE TELEVISION ADVISORY BOARD PRODUCER INCENTIVE COMMITTEE.**

**1. CALL MEETING TO ORDER:**

The Torrance Cable Television Advisory Board Producer Incentive Committee met on Wednesday, July 25, 2012 at 6:05 p.m. in the 1<sup>st</sup> Floor Multipurpose Room located in the Stanley E. Remelmeyer Telecommunications Center.

**ROLL CALL:**

**Present:** Commissioners: Frantz, Seferian, and Chair De Rago

**Also Present:** Cindy Hibbard, Secretary  
Don Fefie, TCtv Coordinator

**Absent:** None

**2. SCHEDULED BUSINESS**

Commissioner De Rago expressed the primary concern of this Committee is to decide ways in which they can generate new membership. A discussion took place between Committee and Staff on what was done in the past and its impact on the Producer. Staff shared background with the Committee on the purpose and types of the Monthly Producer Get-Together meetings that have been set for the 1<sup>st</sup> Friday of each month.

Questions were raised on how and where does TCtv gets the word out to potential Users. Staff relayed the previous Committee focused on the existing Producer. Concerns were expressed that a higher level mission statement should be produced on what this Committee wants to do to target repeat Producers or New Producers. They further expressed that youth in Torrance is a major targeted. Commissioner De Rago expressed without youth, the numbers won't be coming in.

Commissioner Franz expressed stated that in the past, this Committee did not do a lot of proactive work. It was agreed that this Committee should look into creating new ideas to present to the Board and City Council. Commission Seferian stated he sees this as advertisements mission more that anything else and expressed who is our target audience.

Commissioner Seferian suggested that we put some quantifiable steps into a facility usage measurement such that we want to see the usage go up by "X" percent within in a certain period of time and "X" percent more after that until we feel like we're starting to get a much better more efficient use utilization. He continued to state by looking at the numbers, when you see something at 11% people are probably saying why did we invest in that? They don't feel like they are making a good investment and I feel it's a great facility.

Commissioner Franz shared that this Committee has already been investigating the possibility to work with TUSD in a formal and informal environment to attract usage by youth. The largest obstacle would be the legal aspects.

**3. ORAL COMMUNICATIONS:**

NONE

**4. ADJOURNMENT:**

Chairperson De Rago adjourned the meeting of July 25, 2012 7:12 p.m.

Respectfully Submitted,

Don Fefie  
TCtv Coordinator

NOTED:

Michael D. Smith  
Cable and Community Relations Manager

**Roll Call:** Frantz α Seferian α De Rago α